

My three income producing activities are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

My revenue goal for the first quarter of 2018 is \$\_\_\_\_\_.

To make that revenue goal I need to get \_\_\_\_\_ new clients.

To make that client goal I should be doing \_\_\_\_\_ income producing activities per week.

To start, figure out how many hours you want to work and fill any hours you are not working with income producing activities. Once you are working and want to increase your income, you will have an idea of what your ratio of activities to new clients is. That is why tracking your marketing activity is important. Then you know exactly what you need to do. Remember, what you can measure, you can manage.